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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/062,117	01/30/2002	Mitchell B. Oliver	020229	9924

23696 7590 02/15/2007  
QUALCOMM INCORPORATED  
5775 MOREHOUSE DR.  
SAN DIEGO, CA 92121

EXAMINER
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NGUYEN, NGA B

ART UNIT	PAPER NUMBER
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3692

SHORTENED STATUTORY PERIOD OF RESPONSE	NOTIFICATION DATE	DELIVERY MODE
3 MONTHS	02/15/2007	ELECTRONIC

**Please find below and/or attached an Office communication concerning this application or proceeding.**

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

Notice of this Office communication was sent electronically on the above-indicated "Notification Date" and has a shortened statutory period for reply of 3 MONTHS from 02/15/2007.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

us-docketing@qualcomm.com  
kscanla@qualcomm.com  
t\_ssadik@qualcomm.com

**Office Action Summary**

Application No.

10/062,117

Applicant(s)

OLIVER ET AL.

Examiner

Nga B. Nguyen

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 19 September 2006.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-3,5,6 and 8-19 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-3,5,6, and 8-19 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_

### DETAILED ACTION

1. This Office Action is in response to the Amendment filed on September 9, 2006, which paper has been placed of record in the file.
2. Claims **1-3, 5, 6, and 8-19** are pending in this application.

### *Response to Arguments/Amendment*

3. Applicant's arguments with respect to claims 1-3, 5, 6, and 8-19 have been considered but are moot in view of new grounds of rejection.
4. Applicant's amendment necessitated the new grounds of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the date of this final action.

***Claim Rejections - 35 USC § 102***

5. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

6. Claims 1-3, 5, 6, 8-15, 18, and 19 are rejected under 35 U.S.C. 102(e) as being anticipated by Del Sesto, U.S. Patent No. 6,985,882.

Regarding to claim 1, Del Sesto discloses a method for correlating information associated with one or more products between multiple entities, comprising:

receiving a first data associated with each of the one or more products from a first delivery entity (column 4, lines 20-40 and column 5, lines 35-43, the server 101 includes a database 200 stored data records pertaining to media seller, e.g. Program Listing 320 contains a schedule of shows and showtimes for the seller; Note that media seller is equivalent to delivery entity in the claimed invention);

presenting to the multiple provider entities, the first data associated with each of one or more products (figures 4D-4F and column 6, line 58-column 7, line 22, presenting to the media buyers a list of avail sets by station in the selected market, the day and time, show category, daypart, demographic information, number of avails advertising slots for that show; Note that media buyer is equivalent to provider entity in the claimed invention);

receiving a first modification to the first data by a first of the multiple provider entities (figure 4G and column 7, lines 23-30, the media buyer will see the seller's start price for the avail set by station, and will enter the counter offer for the avail set);

presenting the first modification to the first data to the first delivery entity (figure 5G and column 9, lines 4-10, the incoming bids sent to the media seller);

receiving an acceptance of the first modification from the first delivery entity (column 9, lines 7-10, the media seller views the contract for the bid, reject the bid, or accept the bid); and

associating the first modification with the first of multiple provider entities (figure 5G, associating each bid with the media buyer's name);

offering at least one of the one or more products to clients of the first of the multiple provider entities according to the first modification of the first data (column 1, lines 10-50 and column 2, lines 25-40, the media buyer (the advertiser) buys advertising spaces from the media seller (the media agency) in order to deliver advertising contents to the viewers).

Regarding to claim 2, Del Sesto further discloses storing the one or more products and the first modification in a central repository (column 4, lines 32-40, database 200 stores media schedule records 204 and buyer bid records 206).

Regarding to claim 3, Del Sesto further discloses receiving a second modification to the first data from a second of the multiple provider entities; receiving an acceptance of the second modification from the first delivery entity; and associating the second modification with the second of the multiple provider entities; offering at least one of the

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one or more products to clients of the second of the multiple provider entities according to the second modification of the first data (figure 5G and column 9, lines 4-10, the incoming bids sent to the media seller, thus the multiple media buyers included the second media buyer submit bids to the media seller).

Claims 5 and 6 are written in means that parallel the limitations found in claims 1 and 3 above, therefore, are rejected by the same rationale.

Claims 8-10 contain similar limitations found in claims 1-3 above, therefore, are rejected by the same rationale (Note that in this case, the carrier is equivalent to the media buyer, the developer is equivalent to the media seller).

Claims 11-13 are written in means that parallel the limitations found in claims 8-10, therefore, are rejected by the same rationale.

Claims 14 and 15 are written computer-readable medium that parallel the limitations found in claims 8 and 9 above, therefore, are rejected by the same rationale.

Regarding to claim 18, Del Sesto discloses a method for providing a negotiation forum, comprising:

providing electronic access to an automated system to multiple provider entities and multiple delivery entities (column 2, lines 20-55, providing media buyers and media sellers access to central server over the network; Note that media buyer is equivalent to delivery entity, media seller is equivalent to provider entity in this claims);

presenting to the multiple delivery entities metadata associated with products associated with the multiple provider entities (figures 4D-4F and column 6, line 58-column 7, line 22, presenting to the media buyers a list of avail sets by station in the

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selected market, the day and time, show category, daypart, demographic information, number of avails advertising slots for that show);

receiving modification terms associated with the metadata associated with the products associated with the multiple provider entities (figure 4G and column 7, lines 23-30, the media buyer will see the seller's start price for the avail set by station, and will enter the counter offer for the avail set);

receiving acceptance of modifications to the metadata (column 9, lines 7-10, the media seller views the contract for the bid, reject the bid, or accept the bid);

associating the modification of the metadata with multiple delivery entities (figure 5G, associating each bid with the media buyer's name);

offering at least one of the one or more products associated with one of the multiple provider entities to clients of one of the multiple delivery entities according to the associated modified metadata (column 1, lines 10-50 and column 2, lines 25-40, the media buyer (the advertiser) buys advertising spaces from the media seller (the media agency) in order to deliver advertising contents to the viewers).

Claim 19 is written in computer-readable medium that parallel the limitations found in claim 18 above, therefore, is rejected by the same rationale.

### ***Claim Rejections - 35 USC § 103***

7. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the

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invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

8. Claims 16 and 17 are rejected under 35 U.S.C. 103(a) as being unpatentable over Del Sesto, U.S. Patent No. 6,985,882.

Regarding to claim 16, Del Sesto discloses a method of negotiating metadata associated with an application, comprising:

receiving metadata associated with multiple applications (column 4, lines 20-40 and column 5, lines 35-43, the server 101 includes a database 200 stored data records pertaining to media seller, e.g. Program Listing 320 contains a schedule of shows and showtimes for the seller);

presenting the metadata to multiple carriers (figures 4D-4F and column 6, line 58-column 7, line 22, presenting to the media buyers a list of avail sets by station in the selected market, the day and time, show category, daypart, demographic information, number of avails advertising slots for that show; Note that the media buyer is equivalent to the carrier, the media seller is equivalent to the developer in this claim);

providing an automated negotiation forum for the carriers and developers (column 2, lines 45-55);

receiving into the negotiation forum, modifications to the metadata from carriers (figure 4G and column 7, lines 23-30, the media buyer will see the seller's start price for the avail set by station, and will enter the counter offer for the avail set);

modifications to the metadata from developers, acceptance requests from carriers and acceptance requests from developers (column 9, lines 7-10, the media seller views the contract for the bid, reject the bid, or accept the bid);

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associating metadata associated with one of the multiple applications with one or more of the multiple carriers (figure 5G, associating each bid with the media buyer's name);

offering the one of the multiple applications to clients of the carrier according to the associated metadata (column 1, lines 10-50 and column 2, lines 25-40, the media buyer (the advertiser) buys advertising spaces from the media seller (the media agency) in order to deliver advertising contents to the viewers).

Del Sesto does not disclose the application for execution on a wireless device. However, executing an application on a wireless device is well known in the art. For example, portable devices (e.g. laptops, PDAs, mobile phones, etc.) can access the Internet for conducting transactions via the wireless network. Therefore, it would have been obvious to one with ordinary skill in the art at the time the invention was made to modify Del Sesto's to incorporate the well-known feature above, for the purpose of providing more convenient for customer to conduct transactions over the Internet using a wireless device.

Claim 17 is written in means that parallel the limitations found in claim 16 above, therefore, is rejected by the same rationale.

### ***Conclusion***

9. Claims 1-3, 5, 6, and 8-19 are rejected.

10. The prior arts made of record and not relied upon is considered pertinent to applicant's disclosure:

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Feezell et al. (US 6,253,289) discloses method and system for completing advertising time slot transactions.

Forsythe et al. (US 6,937,996) discloses method and system for selecting and purchasing media advertising in a user/server environment accessed through a Web site.

11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to examiner Nga B. Nguyen whose telephone number is (571) 272-6796. The examiner can normally be reached on Monday-Thursday from 9:00AM-6:00PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Richard E. Chilcot can be reached on (571) 272-6777.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Group receptionist whose telephone number is (571) 272-3600.

12. Any response to this action should be mailed to:

Commissioner of Patents and Trademarks

C/o Technology Center 3600

Washington, DC 20231

Or faxed to:

(703) 872-9306 (for formal communication intended for entry),

or

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(571) 273-0325 (for informal or draft communication, please label  
"PROPOSED" or "DRAFT").

Hand-delivered responses should be brought to Knox building, 501 Dulany  
Street, Alexandria, VA, First Floor (Receptionist).

A handwritten signature in black ink, appearing to read "Nga Nguyen". The signature is fluid and cursive, with the first name "Nga" and last name "Nguyen" clearly distinguishable.

NGA NGUYEN  
PRIMARY EXAMINER

November 20, 2006